

Name: _____ Date: _____

ADVERTISING ASSIGNMENT GUIDELINES

You have been selected to present a marketing proposal to the Board of Directors of a company to help them sell their product.

You will pick a product and target audience at random. The fun part is to sell the product to the demographic, even though it may seem like a bizarre match. For example, you may be stuck with selling Barbie dolls to 60+ year-old men!

It is up to you to decide on a direct message and indirect message that your campaign wants to achieve. You will then develop a print ad, to be placed in a magazine or newspaper, to market your product to your target audience. Come up with a catchy slogan which will appear on your ad. Make sure this slogan is **ORIGINAL** (not part of an existing advertising campaign).

Finally, you are going to write a paragraph describing how you chose to appeal to the target audience. Describe the techniques that you used (i.e. choice in colour scheme, text, location of advertisement, and slogan) and why you believe they will work. Outline any challenges that you had and how you overcame them.

There will be two and a half classes provided for you work on your ad. You will have half of a class in Room 212 where you should work on a mock-up (or a rough draft) of what your print ad will look like. You will also have two class periods in the computer lab – one to focus on creating your print ad, and another to write your one-page rationale. This rationale must be typed, double spaced, and in 12-point Times New Roman font.

Print ads and rationales are due at the start of class on _____. Both pieces must be printed out, ready to hand in, at the start of class that day.

The rubric on the other side of this page will be used to evaluate your print ad and your rationale. Please remember to hand this sheet in with your finished products.

Draw Results:

My Product: _____

My Target Audience: _____

Name: _____ Date: _____

RUBRIC FOR ADVERTISING ASSIGNMENT

Media Strand

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CRITERIA	LEVEL R (0–4 Marks)	LEVEL 1 (5 Marks)	LEVEL 2 (6 Marks)	LEVEL 3 (7 Marks)	LEVEL 4 (8–10 Marks)
<i>Print Advertisement</i> Create a variety of media texts for different purposes and audiences, using appropriate forms, conventions, and techniques	Ad is not handed in, or is handed in only partially completed	Ad does not communicate a clearly evident target audience and direct/indirect message	Ad clearly communicates two of a target audience, direct or indirect message	Ad is complete and clearly communicates a target audience, direct and indirect message	Ad is complete and production goes beyond teacher expectations with a clearly evident target audience and direct/indirect message
<i>Quality of finished product</i> <i>And use of persuasive techniques and strategies</i>	Ad is still in the brainstorming stage	Ad is rough and not thoughtfully done	Ad is finished with some attention given to persuasive techniques and strategies	Ad is complete with good use of colour, space, and font. Attention to persuasive techniques and strategies are clear, coherent, and relevant	Ad looks professional in terms of use of colour, space, and font. Attention to persuasive techniques and strategies are effective, unique and sophisticated

Writing Strand

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CRITERIA	LEVEL R (0–4 Marks)	LEVEL 1 (5 Marks)	LEVEL 2 (6 Marks)	LEVEL 3 (7 Marks)	LEVEL 4 (8–10 Marks)
<i>Rationale</i> Reflect on and identify your strengths as media interpreters and creators, areas for improvement, and the strategies you found most helpful in understanding and creating media texts	Rationale is not handed in, or is handed in only partially completed	Rationale contains minimal reflection on the process of developing the print ad with limited analysis and does not use examples to explain the choices made	Rationale contains a limited reflection on the process of developing the print ad with some analysis and uses few examples to explain the choices made	Rationale contains an adequate reflection on the process of developing the print ad with adequate analysis and uses some examples to explain the choices made	Rationale contains a thorough reflection on the process of developing the print ad with a high degree of analysis and uses several specific examples to explain the choices made
<i>Quality of writing in terms of organization of ideas, correct use of grammar, spelling, expression</i>	Incomplete with no organization Many errors in expression, spelling, grammar	Ideas are developing Some major errors in expression, spelling or grammar	Ideas are somewhat clear with some errors in expression, spelling, or grammar	Ideas are clear and organized with two or fewer minor errors in expression, spelling or grammar	Ideas are organized effectively and language is used with sophistication in expressing ideas